



Level Wind Casting Reel

Backlash
Removable Plate
Arbor
Aluminized Teardrop Side Plates

List 4.29

 Multi-Washer Star Drag
 On-Off Click Spool Ocean City Adjustment
Torpedo Handles
Gear Ratio 3 to 1

List 4.98 SALT WATER 302 Spinning Reel SALT WATER Monofil Reel

Drag Stainless Steel List 11.50 Pinion Gears

• 400 yd. Capacity

• Gear Ratio 3 to 1

 Custom Styled for Spinning
 Simple, Quick List 39.95 Change Spool
 Large 400 yd.
Capacity 🕅 Solid Glass Rod 📗 Spin & Bait 🕻

2-pc.-6'-6" length Nylon Wound Guide Varnished Wood Handle

Cork Foregrip Chromed reel Seat

Glass Spinning Rod Spinning Rod FIBIR GLASS

• 2-pc. - 8'
length
• Hard Chrome
Guides
• Cork Handle
& Grip
• Locking Reel
Seat
List 1395 • 2-pc.—Hollow Fiber Glass SALT WATER Chromed
 Guides & Tip
 Screw Type
 Reel Seat Detachable
 Wood Butt
 4 Stainless

Steel Guides
Made of
"Nypoxy"
List 1098

List 998 3 WATER ROD & REEL SETS

Spinning Outfit

Ocean City Salt Water Reel

4 to 1 Gear Ratio

Constant Mesh Gears Ideal for Surf Fishing

• 2-pc. $-8\frac{1}{2}$ length • 5 Large Guides • Locking Reel Seat List 35.90

20.90 Spin Casting Outfit

25.30 Spinning Outfit

PFLEUGER COMPLETE UNIT

Drop Lines

7.95 Spin Casting Outfit FOR THE YOUNGSTERS

* Fresh Water — Complete With Rod & Reel, 6 1b. Test Line and Practice Plug.

* Fresh Water — Blue Dolphin Reel, 2-pc.—6' 1249
Tubular Glass Rod and 100 yds. of 8 lb. Test Line.

* Fresh Water — "Miramar" Reel, 2-pc. — Hollow Fiber Glass Rod and 200 yds. of 6 lb. Test Line

Penn "Jigmaster" 'Quick" Reflex

New Jigmaster Reel "Quick" Super Reel Gear Ratio 4 to 1
 Sturdy Star Drag
 Precision Fitted Spools Gear Ratio 3.2 to 1 Heavy Duty Full
 Bail • Converts from R to L Blue Dolphin Jigging Rod

"Quick" Spinning Rad
• 2-pc.—10' length
• Polished Black 2-pc. — 91/2' length Tubular Glass, Cork Butt 8 Heavy Spin Guides List 49.95 3195

Finish
Guaranteed 1 Year
List 74.95



Spin Fishing Kit

 Compact "Golden Sierra" Spin Reel
 2-piece Spin Rod
 100 yards Nylon Monofilament Line Package of Snelled Hooks and Swivels

List 10.95 849 Save 2.46



Seamless 2.65 (13½x5½x4¾) • Tray with 4 adjust-able Partitions **Assorted Swim Trunks**

Tackle Box List

Cotton suits with inside sup-porter and string. Assortment of colors and patterns. S-M-L.

MEN'S 1.98 BOYS' 1.89



SAV-ON Beach Bags

MENNEN Steri-Spray
(INSTANT ANTISEPTIC) First Aid Kit

IN A CAN

Sprays on its own bandage
 Dries quickly
 Leaves protective coating.

1.69

New Concept In Luxurious Low-Cost Air Conditioning **Deluxe Portable**

Coolers
Turbo-Propelled
Blower Assembly . . . provides a centrifugal force to create a wider distribution of the

distribution of air. um-m-m-m COOL!

Smart styling and light-weight, may be carried any-where by its recessed han-dle. Features a 2-speed motor and 4-way adjustable Complete with Matching Roll-Away Stand

2588 #5818 39.95 Value

Model #582B. Exact features as one above, but will cool much larger rooms. Much more of a quiet operation compared to other makes.

59.95 Value 43.88 USE OUR LAYAWAY PLAN IF YOU PREFER



Large assortment of various sizes, designs and shapes. Some with zippered pockets & tops or drawstrings. Rubberized interiors or pull-out plassic lining. Hand crafted of the finest materials and

5⁹⁸



6 Transistor Radio With 2 FREE Batteries

2.89

Top quality radio complete with earphones for private listening and leather carrying case. Fully guaranteed for 1 year.

Transistor Batteries

Complete line of transistor & portable radio batteres. Stock up now at these low prices. LIST 1.35 LIST 45c LIST 2.50 LIST 1.50

Specials!



Fishing Accessories

Famous Glen L. Evans SNELLED HOOKS

SURF LEADERS

LANDING NET

BAIT KNIVES

Aluminum Frame Mesh Cotton Net 4½" plastic Grip Safety Elastic Cord

Blade Serrated Cleaning

3 Pockets Webbed Shoulder

completely Rubberized

CANVAS CREEL

FLATFISH LURES List

• Made of Light Wood
• Trolling or Casting
• Wide Selection

SUPER-DUPER LURES

Tinned Treble Hooks
Wiggles Like a Minnow
Choice of Colors, Sizes

SALT WATER

FISHING LINES

Nylon Aqua Monofilament Spin Line Extra Limp...Extra Strong 100 yd Spools Connected

Buy What you Need! 6 lb. Test 2,500 90°

10 lb. Test 2 100 1.18

20 lb. Test 2 specis 1.90

Pautzke's Balls O' Fire

List 239

FLY SIZE 53C

Edge

DuPont Nylon
Snap & Barrel Swivels
2 Dropper Loops

Mr. Clean

GIANT SIZE

KODAK-8 mm List 2.85

Colored Film



50' ROLL 1.98

Canvas Gloves



Pants Creasers

RUSTPROOF METAL Adjustable for adult or junior size.

Hershey's Syrup



Chocolate Flavor

lvory Liquid



Gentle White Detergent KING 690

IVORY FLAKES REG. SIZE .. 29° IVORY SCAP MED. SIZE . . 4/33° IVORY SNOW KING SIZE .. 1.29 CHEER GIANT SIZE..... 79° OXYDOL GIANT SIZE...... 79° SPIC & SPAN REG. SIZE ... 29° CASCADE For Dishwashers . . 45° CAMAY SOAP BATH SIZE 2/29° ZEST SOAP FACIAL SIZE .. 2/29°



Quality Ice Cream Arden or Carnation.

Gal.

Select your faverite flavor. 1.39

Sun Glasses

Imported glasses in assorted styles for men & women. Wire core temples. 2.98 Value.

Ladies' Wrist Watches Wesfelox "Ballet" Series.
Assortment of styles and wrist-bands. Dainty, fingertip size 9.98 cases. 16,95 Value.

BRACH'S Chocolate Candies Assortment of candies in 2 69°C
"Window Boxes". Choice of 2 69°C
Peanuts, Raisins, Caramels, 2

Brownie "Pony II" Camera camera with operating ele plicity. **List 29.50.**

Creme Rinse Hair Conditioner **Enriched Creme Shampoo** by RICHARD HUDNUT. 8 oz. bottles. Your choice . . . each

Men's Neckties

Assortment of colors and designs in slim, narrow or reg. widths. Also, "ready mades" and bow ties.

Assorted Watch Bands

Metal expansion band in men's or ladies' styles. Gold or silver color. 1.50 Value.





Helena Rubinstein 5 Color-Tone Shampocs

NOT A TINT, NOT A RINSE... RICH SHAMPOO WITH COLOR HIGHLIGHTS

Just once each year Helena Rubin-stein bottlea her famous color-rich shampoo in lightweight, unbreakable plastic and offers you a whopping 2.50 size for only 1.50! You save 1.00 on every bottle! Choose the color made for your own hair shade. Your own shade, but brighter, emerges from this creemy

conditioning shampoo. Your hair is radiant with lustre. Blonde-Tone, Red-Head, Brunette-Tone, Browns Glow, Silver-Tone or Silk-Sheen Cream Shampoo, without color.

On sale at the same time: superrich Silk-Sheen Cream Rinse, a conditioning wonder that makes all heir accordanges. Prices plus 12x.



BLUE CHIP STAMPS **BLOCKS WEST OF** HAWTHORNE

BLVD.